Authenticate Calls. Amplify Trust.

Call authentication is essential to ensuring only authorized calls are delivered and fraud calls get blocked. Through the RealBrand Call Authentication Service, Somos helps enterprises deliver authenticated, trustworthy calls that reinforce brand integrity with authorized branding and reduce brand impersonation or spoofing risk.

Why It Matters for Enterprises

Unauthenticated calls open the door to internal and external fraud risks, like social engineering, that often lead to lost revenue and damaged brand trust. RealBrand Call Authentication allows enterprises to take control by:

- **Ensuring only authorized calls display your brand identity**
- **Enable Call Blocking on unauthorized or spoofed calls**
- **Protecting your phone number assets and reputation**
- **Supporting compliance with STIR/SHAKEN and evolving telecom standards**

With RealBrand, you can be confident that only you can deliver a call to your customers.

How Somos Delivers Call Authentication Through RealBrand™



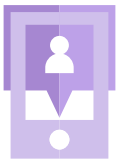
Step 1: Certificate Credentialing and Issuance

- Validate Right-to-Use (RTU), and issue delegate certificates as the foundation for each telephone number authorized by the Enterprise.
- Certificates and their lifecycle are managed through a secure and flexible platform.



Step 2: Call Signing with Rich Call Data (RCD)

- When a call is generated, RealBrand Call Authentication Service constructs a secure "rcd" PASSporT.
- Each PASSporT is signed with credentials tied to the Enterprise's specific number, embedding data like company name, logo and call purpose.



Step 3: Delivery and Display to the Called Party

- The signed PASSporT is delivered within the call to the recipient's carrier for validation.
- Once verified, the branding information is displayed on the recipient's device, enhancing caller trust and transparency.

Empowering Trusted Connections

RealBrand Call Authentication isn't just about authentication – it's about delivering a trusted customer experience and protecting your brand. By verifying call origin and displaying meaningful caller information, you build a consistent and credible connection at every interaction.

Ready to own your outbound call identity?

Partner with Somos to authenticate calls, enhance brand visibility and build a foundation of trust from the first ring.

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SOMOS®

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